■ On your own, summarise the story of three ads in no more than fi ve

sentences (see the example, left). When you are happy with your

summary, write it in the middle of a sheet of A4 paper, leaving

plenty of space around the sides, and between each sentence.

■ Read your summaries to each other and talk about the different

stories being told in the ads you are working on.

■ Although the stories are different, can you see any connections

between them? Share your first thoughts, then go back to working on

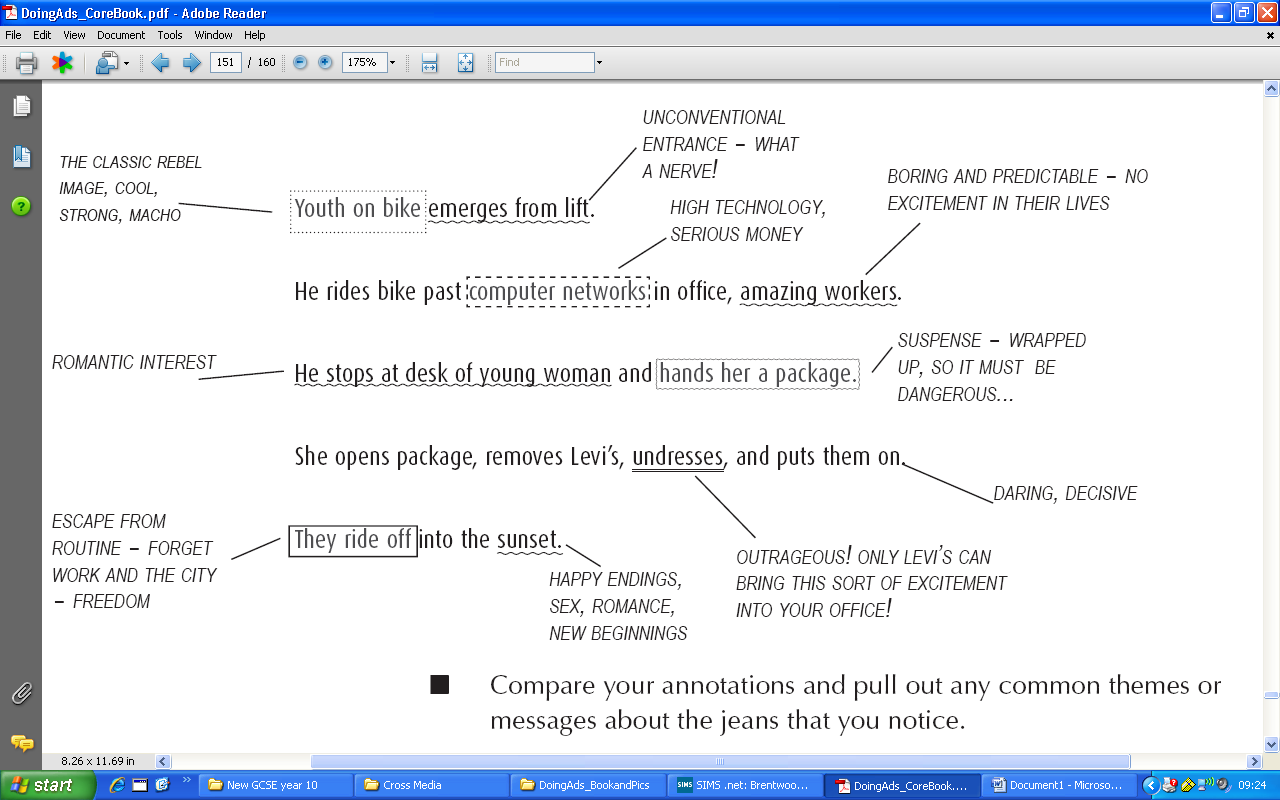
your own ad.

■ Re-read your stories of the ads. What does your story say about Levi’s

jeans and the people who buy them? Annotate your summary with

your ideas, highlighting or underlining the bits of the story that

suggested this to you. For example:



■ Compare your annotations and pull out any common themes or

messages about the jeans that you notice.

What themes and message do you notice cropping up again and

again in the different ads?

■ Discuss what you notice about:

– the way advertisers use different stories to say the same or

similar thing about the product they are selling

– the way different bits of a story can be used to carry

messages about the product or the people who use it.